

Trong Nguyen



Carousell – Product Designer

Singapore – 12/2018 → Present (2y+)

Carousell is the biggest classifieds marketplace in Southeast Asia as of 2020, with 20+ million users across 7 major markets – www.carousell.com

Lead the design for Auto/Property/Home services to improve buyer journeys, from browse, search, product card to listing detail across markets in SEA+.

Owner of the web experience, revamp and build Carousell design system for iOS/Android/Web.

Lead the redesign of the location in browse and search journey for all markets in the SEA+ region.

Leflair – UX Designer

Ho Chi Minh, Vietnam – 3/2017 → 12/2018 (1y 9m)

Premium e-commerce website that specializes in selling foreign brands at steep discounts – www.leflair.vn

Explore multiple product directions and A/B tests. Increased Add to cart conversion rate by 29%.

Lead the redesign of the new Leflair website and the design and development of all landing pages for every campaign and sale event.

Improve product development process by providing design components, library and hand-off tools, streamlined design & development process.

Code Engine Studio – UI/UX Designer

Danang, Vietnam – 4/2015 → 4/2017 (2y)

Design and Development boutique outsourcing – codeenginestudio.com

Create the end-to-end web and mobile app; including conceptualization, wireframing & visual design for clients around the world.

Do market research, user interview, usability testing to build customer journey map, personas, and design direction.

Code Engine Studio – UI/UX & Front-end Intern

Danang, Vietnam – 8/2015 → 4/2015 (9m)

Created the entire UX/UI for foodservice. Including user interviews, business and market analysis, wireframing, visual design, and front-end development.

Portfolio & Contact

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Skills

Design

Sketching, wireframing, visual, prototyping, animation design

Writing

Tools: too many, but Figma & Bear note are the main ones

Development

CSS, SCSS & HTML

Basic GatsbyJS, ReactJS, Lottie

Git

Research

User interview

Usability testing

Data analysis

Education

Danang University of Technology. Software engineering graduated in Jul 2015.

The Interaction Design Foundation - UX Research.

Side projects

Awesome Figma Tips

awesomefigmatips.com

Sharing small but awesome design tips to the Figma community

Pafolios

www.pafolios.com

A curated collection of best portfolios

Visual Design Tips

trongnguyen.co/design-tips

Sharing design tips in a visual way